IN THE CLAIMS

1. (Amended) A method for creating at least one targeted integrated image for delivery to a user, the method comprising:

determining content of potential interest to the user based on at least one user preference comprising content ordering habits of the user ~~prior to or during the user's request for a first image or~~ while the user is receiving ~~the~~ a first image comprising a trick file comprising a subset of frames from a video file for viewing via digital cable television;

selecting a second image comprising a barker advertising ~~representing~~ the content of potential interest to the user; and

combining the second image comprising a barker advertising the content of potential interest to the user with the first image or a third image to form a targeted integrated image for delivery to the user; and

delivering the targeted integrated image to the user.

2. (Canceled)

3. (Canceled)

4. (Amended) The method of claim [[3]] 1, wherein ~~the information representing content viewing or~~ content ordering habits includes at least one of information indicating times at which the user previously viewed or ordered content, genres of content previously viewed or ordered by the user, characteristics of content previously viewed or ordered by the user, and menu selections made by the user.

5. (Original) The method of claim 1, further comprising determining an identity of the user, wherein the content of potential interest to the user is determined based on an at least one user preference associated with the identity of the user.

6. (Original) The method of claim 1, wherein the step of selecting selects the second image from a queue.

7 (Original) The method of claim 6, further comprising:
determining content previously ordered or viewed by the user;
determining images available in the queue; and
removing images related to the previously ordered or viewed content from the queue.

8. (Original) The method of claim 6, further comprising:
marking the second image delivered to the user as having been delivered; and
placing the marked image at the end of the queue, wherein the step of selecting selects images sequentially from the beginning of the queue.

9. (Original) The method of claim 1, wherein the first image includes at least a menu or a programming guide.

10. (Original) The method of claim 9, wherein the step of determining is initiated in response to the user accessing the menu or programming guide.

11. (Original) The method of claim 9, wherein the step of determining is performed based on menu or programming guide selections made by the user as the user navigates through the menu or programming guide.

12. (Canceled)

13. (Amended) The method of claim [[12]] 1, wherein the step of determining is initiated responsive to the user requesting the video content.

14. (Canceled)

15. (Canceled)

16. (Original) The method of claim 1, wherein the third image includes at least a menu, a programming guide, or video content.

17. (Canceled)

18. (Original) The method of claim 1, further comprising repeating the steps for creating at least one new targeted integrated image for delivery to the user.

19. (Original) The method of claim 18, wherein the steps are repeated as the user continues to request or receive images.

20. (Original) The method of claim 18, wherein the steps are recursively repeated for delivering new targeted integrated images for delivery to the user.

21. (Original) The method of claim 1, further comprising compressing at least one of the first image, the second image, and the third image prior to forming the targeted integrated image.

22. (Original) The method of claim 1, wherein the step of combining includes inserting the second image within the first image or the third image, wherein the first image or the third image is adapted to appear to the user to be paused.

23. (Original) The method of claim 22, wherein the first image or the third image is adapted, for delivery to the user, to appear to be paused.

24. (Original) The method of claim 22, wherein the first image or the third image is adapted, upon delivery to the user, to appear to be paused.

25. (Amended) An apparatus for creating at least one targeted integrated image for delivery to a user, the apparatus comprising:

a processor for determining as the user receives or requests a trick file comprising a subset of frames from a video file content of potential interest to the user based on at least one user preference prior to or during the user's request for a first image comprising a menu or a programming guide or while the user is receiving the first image, and selecting a second image comprising a barker advertising ~~representing~~ the content of potential interest to the user, and wherein the processor determines the content of potential interest to the user based on the menu or programming guide selections made by the user; ~~and~~

a compressor for compressing at least one of the first image, the second image, and the third image prior to forming the targeted integrated image; and

a combiner for combining the second image with the first image or a third image to form a targeted integrated image for delivery to the user, and wherein the combiner inserts the second image within the first image or the third image, wherein the first image or the third image is adapted to appear to the user to be paused.

26. (Canceled)

27. (Original) The apparatus of claim 25, wherein the user preference includes information representing content viewing habits or content ordering habits of the user.

28. (Original) The apparatus of claim 27, wherein the information representing content viewing or content ordering habits includes at least one of information indicating times at which the user previously viewed or ordered content, genres of content previously viewed or ordered by

the user, characteristics of content previously viewed or ordered by the user, and menu selections made by the user.

29. (Original) The apparatus of claim 25, wherein the processor determines content of potential interest to the user based on an at least one user preference associated with an identity of the user.

30. (Original) The apparatus of claim 25, wherein the processor selects the second image from a queue.

31. (Original) The apparatus of claim 30, wherein the processor determines content previously ordered or viewed by the user, determines images available in the queue, and removes removing images related to the previously ordered or viewed content from the queue.

32. (Original) The apparatus of claim 30, wherein the processor marks the second image delivered to the user as having been delivered, places the marked image at the end of the queue, and selects images sequentially from the beginning of the queue.

Claims 33-36 (Canceled)

37. (Amended) The apparatus of claim [[36]] 25, wherein the processor begins determining content of potential interest to the user responsive to the user requesting the video content.

38. (Amended) The apparatus of claim [[36]] 25, wherein the processor begins determining content of potential interest to the user as the user receives the video content.

39. (Canceled)

40. (Original) The apparatus of claim 25, wherein the third image includes at least a menu, a programming guide, or video content.

41. (Original) The apparatus of claim 25, wherein the processor repeatedly determines and selects content of potential interest, and the combiner repeatedly combines the selected content with an image for creating at least one new targeted integrated image for delivery to the user.

42. (Original) The apparatus of claim 41, wherein new targeted integrated images are created as the user continues to request or receive images.

43. (Original) The apparatus of claim 41, wherein new targeted integrated images are recursively created for delivery to the user.

Claims 44-47 (Canceled)